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**Contact: David J. Buchko**

Corporate Communications Manager – West  
201-321-6857 / [Dave.Buchko@bmwna.com](mailto:Dave.Buchko@bmwna.com)

**Hector Arellano-Belloc**

BMW Product & Technology Spokesperson  
201-307-3755 / [Hector.Arellano-Belloc@bmwna.com](mailto:Hector.Arellano-Belloc@bmwna.com)

**Rebecca Kiehne**

BMW Product & Technology Spokesperson  
201-307-3709 / [Rebecca.Kiehne@bmwna.com](mailto:Rebecca.Kiehne@bmwna.com)

**BMW Connected North America – Your Personal Mobility Companion makes world debut at Microsoft Build 2016, powered by Open Mobility Cloud built on Microsoft Azure**

- Personal mobility companion that supports and learns your routine mobility needs
- The Open Mobility Cloud is an intelligent, continuously-learning platform built using Microsoft Azure
- Notifications when it is time to leave
- One place to manage your destinations
- Stay in control of your vehicle with remote services
- Easily keep your family and friends informed of your time of arrival
- One-click access to i.e. authorized BMW centers, parking locations, closest fueling and EV charging stations

**Woodcliff Lake, NJ/San Francisco, CA... March 31, 2016 12:45 pm EST/ 9:45 am**

**PST...** BMW Connected, the new personal mobility companion makes its world debut at Microsoft Build 2016, Microsoft Corp's. developer conference. Starting today, the first version called BMW Connected North America, powered by Microsoft Azure, is now available at the Apple App Store to BMW ConnectedDrive customers in the US for iOS devices. BMW Connected accompanies you throughout the day and perfectly integrates into BMW vehicles, providing solutions in the right place at just the right time.

This marks the inception of BMW's vision of an intelligent, highly personalized world of digital services that integrate the vehicle seamlessly into the life of the consumer. Putting consumers and their personal needs at the heart of this vision, services will be available anytime, anywhere – in or outside of the vehicle. The BMW Group's approach to mobility

with this digital companion, powered by the Open Mobility Cloud is at the forefront of the automotive industry.

**Never leave late again.**

Reaching your destination easily, comfortably and punctually constitutes a basic need of everyday mobility. Traffic conditions change quickly so access to real-time information is important. BMW Connected provides estimated travel times in and outside the vehicle for your routine or planned destinations. Based on traffic conditions, you will be notified when it's time to leave, on your iPhone or Apple Watch.

As BMW Connected learns your typical travel times between frequent destinations, notifications are provided when the trip will take longer than usual.

Keep family and friends informed of your likely arrival time from your smartphone or inside the vehicle by sending a pre-formatted text message auto-populated with your arrival time.

**All your destinations in one place - intelligently.**

Mobility starts before you get into the vehicle and continues after you exit. BMW Connected makes the end-to-end journey simpler and more pleasurable so you arrive stress free.

Search easily for points of interest or destinations in BMW Connected, a maps app or your favorite third party app and add them to your BMW Connected profile. Calendar events with addresses are automatically imported to simplify your daily planning. Nearby authorized BMW centers, convenient fueling and charging stations as well as parking locations are available with one click.

Frequent and recent destinations are learned and stored for quick future access and estimated travel times are shown at a glance. As learning continues, BMW Connected starts to predict your next destination to surface current travel times for easy decision-making.

To start in-car navigation, connect your smartphone to your BMW or send the destination in advance. BMW Connected allows easy access to all your places both in-car and on your smartphone to quickly re-use destinations and check drive times.

BMW Connected completes the journey by providing an easy way to start 'last mile' walking guidance from your parking spot to your final destination on your smartphone.

### **Seamless integration with your BMW**

A key element of BMW Connected is the seamless integration with vehicles equipped with BMW ConnectedDrive. It's quick and easy to stay in touch with your BMW with remote functionality using your smartphone. Lock the doors, flash the lights, sound the horn and start ventilation remotely.

For BMW plug-in hybrid models, view battery state of charge, electric range and hybrid range to ensure that you're prepared.

### **The Open Mobility Cloud – Azure provides the foundation.**

Mobility needs are unique, personal and an important part of everyday life. BMW envisions the future of mobility as seamless integration of everyday devices and touchpoints along with relevant services that enable safe, smart and delightful experiences in and outside the vehicle. The Open Mobility Cloud is at the core of delivering on this vision and already powers the BMW Connected experience today

BMW created the Open Mobility Cloud, which drives rapid innovation around customer needs using Azure and Azure Services. The Open Mobility Cloud is an intelligent, continuously-learning platform built to meld context, environment, touchpoints and services in the right mix and at the right time to address customers' individual mobility needs. It is open to integrate any device or partner service that adds value to BMW customers and focused on mobility to seamlessly integrate the vehicle into daily digital life. The platform is based on state-of-the art cloud technology to work in the background on behalf of BMW consumers to deliver contextual, personalized services just as the need arises

The platform offers far-reaching capabilities for machine learning and data analysis. The service utilizes many Microsoft services, including HDInsight, Windows SQL, IoT Event Hubs, Machine Learning, Apps Insight and many more. With these intelligent tools, the more frequently users make use of the digital services, the more effectively they can be personalized.

In addition, the Microsoft platform will allow developers to more easily interoperate innovative applications, data and IoT services into the OMC. Azure, a global cloud platform, allows for a seamless rollout of services worldwide, scaling quickly to reach customers in any region.

**For more information on BMW Connected North America** Visit us at  
[www.bmwusa.com/connecteddrive](http://www.bmwusa.com/connecteddrive)

### **BMW Group In America**

BMW of North America, LLC has been present in the United States since 1975. Rolls-Royce Motor Cars NA, LLC began distributing vehicles in 2003. The BMW Group in the United States has grown to include marketing, sales, and financial service organizations for the BMW brand of motor vehicles, including motorcycles, the MINI brand, and the Rolls-Royce brand of Motor Cars; Designworks, a strategic design consultancy based in California; a technology office in Silicon Valley and various other operations throughout the country. BMW Manufacturing Co., LLC in South Carolina is part of BMW Group's global manufacturing network and is the exclusive manufacturing plant for all X5 and X3 Sports Activity Vehicles and X6 and X4 Sports Activity Coupes. The BMW Group sales organization is represented in the U.S. through networks of 340 BMW passenger car and BMW Sports Activity Vehicle centers, 153 BMW motorcycle retailers, 125 MINI passenger car dealers, and 36 Rolls-Royce Motor Car dealers. BMW (US) Holding Corp., the BMW Group's sales headquarters for North America, is located in Woodcliff Lake, New Jersey.

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Information about BMW Group products is available to consumers via the Internet at:  
<http://www.bmwusa.com>

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**Journalist note:** Information about BMW and its products in the USA is available to journalists on-line at [www.bmwusanews.com](http://www.bmwusanews.com).

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### **More Information as well as images and video:**

<http://www.bmwusanews.com>  
[Twitter.com/BMWUSANews](https://twitter.com/BMWUSANews)